

example, "ACME BAKERY" as illustrated) can be displayed together with an actual image 74 of the address (e.g., the building at the address) in the listing. Each image taken at a particular geographic location is correlated with a street address of that geographic location, and "[t]he address-correlated images are provided for display with listings in an online directory based on the addresses in the listings. Specifically, an image can be published in the online directory such that the image is selected and displayed based on the address correlated with the image." (Specification, page 3, last paragraph, emphasis added.)

Bullock et al. describes a system and method for storing the geographic position of a mobile user (e.g., an automobile navigation system user) and information associated with the position, such as a picture the user takes at the position or a voice message the user records at the position, as a "waypoint." The user can thereafter retrieve and manipulate waypoints. (Abstract.)

Specifically, referring to Figure 1, Bullock et al. describes an arrangement 10 that includes a mobile apparatus 100, a remote apparatus 200, and an alternative access means 300. The mobile apparatus 100 accepts information associated with a mobile user's geographic position, such as a digital photograph or a voice/text message taken at the position. The mobile apparatus 100 then transmits the information to the remote apparatus 200. The remote apparatus 200 receives and stores the information along with the mobile user's geographic position and the time, as a waypoint. (Col. 2, lines 23-47.) The remote apparatus 200 may determine a street address corresponding to the mobile user's geographic position and store data indicative of the street address as part of the waypoint. (Col. 3, lines 18-21.) Then, the remote apparatus 200 allows the user to retrieve and manipulate the waypoint from both the mobile apparatus 100 and an alternative access means 300, such as a cellular phone. (Col. 2, lines 48-63.) Once the user retrieves a stored waypoint, the remote apparatus 200 provides the

user with a number of options for using or manipulating the retrieved waypoint. For example, the user may: (1) request navigation instructions for guiding the user to the geographic position corresponding to the waypoint; (2) modify the waypoint; or (3) make the waypoint available to a third party. (Col. 3, lines 28-34.) The following example of Bullock et al. illustrates how the waypoint can be retrieved by (or made available to) the user or a third party:

A driver (Jim Jones) notices an interesting restaurant ("Le Francais") off the side of the road. Jim presses a "STORE" button on the vehicle interface in order to mark the location of the restaurant without stopping the car. The vehicle's global positioning system determines the current geographical position of the car and the current time (including the current date), and provides the corresponding data to the vehicle interface. The vehicle interface then prompts Jim for additional information. Jim gives a brief voice message (e.g., "nice looking French restaurant") and then presses a "SAVE" button on the vehicle interface. The vehicle interface then stores the information (geographical position+time+voice message) in memory.

Later that evening, the vehicle interface dials up the service-center using the vehicle's embedded cellular phone. Once a call connection with the service-center is established, the vehicle interface sends the locally stored information (geographical position+time+voice message) over the vehicle phone to the service center.

The service center receives the information, translates the geographic position into the nearest listed street address, attempts to match the street address with information in an online business directory (unfortunately, the street address does not correspond to the address of any establishment in the directory) and stores the information (geographical position+time+voice message+street address) in its server as a waypoint. Before terminating the call with the vehicle phone, the service center transmits the additional information (i.e., street address) to the vehicle interface, which then updates ... the locally stored waypoint to include the additional information.

(Col. 11, lines 37-67.)

Several hours later, while at home, Jim uses his personal computer to log on to a website having access to the service center. *The webpage displays a list of waypoints that have been created by Jim. At the top of the list is Jim's most recently created waypoint*, which corresponds to the vicinity of the restaurant that Jim noticed earlier in the day. Jim selects the waypoint, and its associated information is displayed on the screen. Jim notices that the waypoint includes a street address (1220 S. Milwaukee Ave., Northbrook, Ill. 60089) but no other information.

(Col. 12, lines 1-10, emphasis added.)

While driving on Friday evening, Jim again selects the waypoint of the restaurant from his group of locally stored waypoints and the vehicle interface displays a list of options for using or manipulating the waypoint. Jim selects the "GET DIRECTIONS" option. In response, the vehicle cellular phone dials up the service center and transmits a request for navigation instructions. The service responds by providing Jim with point-by-point directions for guiding him from his current position to the restaurant.

Jim arrives at the restaurant, but his friend Karen (who was supposed to meet him at the restaurant) is nowhere to be found. Jim decides to call Karen. Karen answers her carphone and tells Jim that she's lost and has no idea of her current position. Realizing that Karen's car is equipped with the same system as his car, Jim tells Karen that he'll send her a waypoint that she can use to get directions to the restaurant. Jim again selects the waypoint for "La Francais," selects a "SHARE" option, and designates the talking party (i.e., the person whom Jim is currently talking to over the phone) as the recipient. In response, Jim's carphone transmits the waypoint information to Karen's in-vehicle apparatus via Karen's cellular phone.

Karen's vehicle interface informs her that a new waypoint has been received from Jim Jones and presents her with options for using or manipulating the new waypoint. Karen selects the "GET DIRECTIONS" option and begins to receive point-by-point navigation instructions that guide her from her current position to the restaurant.

(Col. 12, line 57-Col. 13, line 17.)

Significantly, nowhere in Bullock et al. is disclosed or suggested the concept of preparing images of objects at geographic locations for use in an online directory, such that an image is

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>PLLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100

provided for display with a listing based on the street address in the listing. To the contrary, in Bullock et al., waypoints (which may or may not include images) are indexed and provided for display only as "waypoints" that may be arranged chronologically based on the time of their creation. ("The webpage displays a list of waypoints that have been created by Jim. At the top of the list is Jim's most recently created waypoint." Col. 12, lines 3-5.) In Bullock et al., not all images taken at geographic locations are necessarily correlated with their addresses, and as such the images cannot be provided for display based on their street addresses. More specifically, in Bullock et al., information associated with a geographic position, such as a picture taken at the geographic position, is *not* provided for display with a listing in an online directory based on the street address in the listing.

Now turning to the independent claims (Claims 9 and 19) of the present application, Claim 9 recites a method of preparing images of objects at geographic locations for use in an online directory, including generally three elements. The first element involves receiving images of objects, wherein each image is associated with a geographic location. The second element involves automatically correlating each image with a street address based on each image's associated geographic location, wherein one or more images are correlated with each street address. The third element involves providing an image for display with a listing in an online directory based on the street address in the listing. Claim 19 recites a computer system for preparing images of objects at geographic locations for use in an online directory, including: an input/output interface that receives images, a memory with information that correlates street addresses with geographic locations, and a processor coupled to the input/output interface and the memory. The processor is configured to execute computer instructions that cause the processor to perform generally two elements: (1) to correlate each image received via the input/output interface with a street address by referring to the information stored in the memory,

wherein one or more images are correlated with each street address, and (2) to provide each image for display with a listing in an online directory based on a street address in the listing. As discussed above, Bullock et al. fails to teach or suggest at least the subject matter underlined above, which is explicitly required in both Claims 9 and 19. Therefore, applicants respectfully submit that Claims 9 and 19 are not anticipated by Bullock et al. and therefore are allowable.

The rest of the claims all ultimately depend from Claims 9 or 19 and, therefore, these dependent claims are also believed to be allowable for at least the same reasons why Claims 9 and 19 are allowable. Additionally, these dependent claims specifically recite further subject matter that applicants consider as their invention. For example, Claims 17 and 22 recite receiving image(s) not associated with geographic locations and calculating the geographic locations of the image(s) based on interpolation, which is directed to providing the images for display in an online directory and as such is not taught or suggested by Bullock et al. As another example, Claims 18 and 23 recite receiving only a subset of an entire images captured by a camera so as to minimize gaps and overlaps, which is again directed to providing the images for display in an online directory and as such is not taught or suggested by Bullock et al.

Based on the foregoing, the present application including Claims 9-23 is believed to be in condition for allowance. An early action allowing the present application to mature into a patent is respectfully requested. If the Examiner should have further issues to resolve, he is invited to telephone applicants' undersigned attorney at the number set forth below.

Respectfully submitted,

CHRISTENSEN O'CONNOR  
JOHNSON KINDNESS<sup>PLLC</sup>



Shoko I. Leek  
Registration No. 43,746  
Direct Dial No. 206.695.1780

I hereby certify that this correspondence is being deposited with the U.S. Postal Service in a sealed envelope as first class mail with postage thereon fully prepaid and addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the below date.

Date:

June 6, 2006

Victoria Sellers

SIL:pww

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>PLLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100